Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Message Text

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PAGE 01 TAIPEI 05559 211052Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
----------064403 211408Z /53
R 211045Z AUG 78
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INFO SECSTATE WASHDC 8668

UNCLAS TAIPEI 05559

FOR BED/OIM/EA - KELLY

E.O. 11652: NA
TAGS: BEXP, TW
SUBJECT: PRINTING AND GRAPHIC ART, DEC. 4-8, 1978

REF.: A) USDOC 14607, B) USDOC 12593

1. REFTEL A, PARA 1: CONTACT WAS MADE WITH DONALD R. MCCANN JR., GEN. MGR., KODAK AND FRACH BUNCH, GEN. MGR. DU PONT.

A. MCCANN, REPLACED D. LAMB AS G.M. OF KODAK ABOUT 4 MONTHS ALL. KODAK HAS INTEREST IN EXHIBITION, BUT DECISION CAN NOT BE MADE UNTIL WEEK OF SEPT. 4. KODAK'S ORIGINAL DECISION, NOT TO PARTICIPATE, WAS BASED ON BUDGET CONSIDERATIONS.

B. BUNCH, DU PONT, STATES THEY ARE NOW CONSIDERING PARTICIPATION. MARKETING SECTION HAS BEEN REORGANIZED AND ORIGINAL DECISION, NOT TO PARTICIPATE, WAS BASED ON BUDGET LIMITATION AND SHORTAGE OF QUALIFIED PERSONNEL. PERSONNEL PROBLEMS ARE CORRECTED THEREFORE DU PONT IS RECONSIDERING P. AND G.A. ADVANTAGES. BUNCH WILL RETURN TO TAIPEI ABOUT SEPTEMBER 1 AND WILL GIVE TC DECISION WEEK OF SEPT. 4.
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PAGE 02 TAIPEI 05559 211052Z

2. REFTEL A, PARA 2:

NATIONAL OFFICE EQUIPMENT CO., LTD., RECEIVED P. AND G.A. MATERIAL FROM ADDRESSOGRAPH MULTIGRAPH. MR. SHIH WILL CONSIDER PARTICIPATION AFTER ADDITIONAL COMMUNICATION WITH A.M. AND OTHER AMERICAN PRINCIPALS. DECISION SHOULD

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014

BE MADE ABOUT 9/15/78.

3. REFTEL B, PARA 3:

STUART A. ANDERSON, MANAGING DIRECTOR, 3M TAIWAN LTD.,
IS CURRENTLY IN U.S. ON HOME LEAVE. TC DISCUSSED
SUBJECT SHOW WITH H. Y. HSIEH. FINANCIAL MGR., WHO
SAID FIRM VERY INTERESTED IN INTRODUCING SOME
NEW PRODUCTS TO TAIWAN MARKET THRU P AND G.A. EXHIBITION.
WHEN INFORMED THAT 3M WOULD HAVE TO PAY DOLS2,500 OTM
FEE, HE STATED THAT BUDGETARY LIMITATIONS PRECLUDED
THEIR PARTICIPATION UNLESS THEY COULD BE CONSIDERED NTM
SINCE COMPANY PLANNED TO EXHIBIT BRAND NEW PRODUCTS.
HE AGREED TO DISCUSS SITUATION WITH COMPANY MANAGEMENT
BUT FIRM FINALLY DECIDED DECLINE PARTICIPATION.

SUGGEST OIM MIGHT CONTACT ANDERSON THROUGH COMPANY
HEADQUARTERS, ST. PAUL, MINNESOTA, TO ENCOURAGE
PARTICIPATION. UNGER

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Message Attributes

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Draft Date: 21 aug 1978
Decaption Date: 01 jan 1960
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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SAS ID: 1671750
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